carrier wave or other transport mechanism and includes any information delivery media. The term "modulated data signal" means a signal that has one or more of its characteristics set or changed in such a manner as to encode information in the signal. By way of example, and not limitation, communication media includes any information delivery media. By way of further example, and not limitation, communication media includes wired media such as a wired network or direct-wired connection, and wireless media such as acoustic, radio frequency (RF), infrared and other wireless media. The term computer readable media as used herein includes both storage media and communication media.

Replace the paragraph starting at page 10, line 15 and ending at page 10, line 22:

In another embodiment, the server device 302 does not have a receive module 308, for instance, in some cases, the server device 302 primarily broadcasts content onto a broadcast network (e.g., satellite TV). In this embodiment, an STB 105 connected to the broadcast network receives the broadcasted content, but does not need to send information back to the server device 302. Thus, as is discussed below, the send module of the client device 304 is not necessary in the broadcast TV/STB implementation. In this embodiment, the STB 105 simply receives multiple, tagged data streams of content sent by the server device 302 and filters the content locally.

Replace the paragraph starting at page 11, line 26 and ending at page 12, line 10:

Another type of insertion event that the analysis module 320 may detect is an internal event that arises on the client side. One example of an internal insertion event is a user initiated menu selection from a STB navigator, such as the user requesting a list of available television shows, a list of games that are available to play online or the books available via the online bookstore. Each list of respective items offered may be tagged by the server system and filtered by the client device 304 so as to optimize the presentation order to the user that would present the item with the highest probability of interest. Furthermore, the initial navigator menu presented on the display may be customized automatically by the client device 304 based upon prior user behavior and profile so as to order the list of available activities or actions (e.g., preferences for television program, games, shopping, news, mail, etc), thereby presenting the

user with a list best matching their probable activities. Additionally, such prior user behavior can be implemented by the client device **304** to exhibit content in a predetermined sequence (e.g., preferred content type displayed first upon user initiation of the device).

Replace the paragraph starting at page 14, line 29 and ending at page 15, line 2:

The profile generator **406** receives data from the user i/o module **318** and updates the profile **322** according to inputs from the user. The profile generator **406** dynamically updates the profile **322** based on a history of user inputs so that when the filtering module **404** accesses the profile **322**, the filtering module **404** will filter the tagged data memory **316** based on the most recent user preferences indicated by the profile **322**. Alternatively profiles are static, and/or predetermined. The profile generator **406** preferably organizes tags in the profile **322** for fast and efficient access. In another embodiment, the tag information need not be organized for fast and efficient access.

Replace the paragraph starting at page 15, line 14 and ending at page 15, line 24:

Figure **5** illustrates a portion of tagged content **500** that may be used in an embodiment of the present invention. The portion of tagged content **500** includes tag/content pairs such as pair **504** including a tag, such as tag **510**, and associated content, such as content **512**. As discussed above, the content may be any type of content, including, but not limited to, advertisements, and content items containing descriptions (e.g., title, author, price, theme, etc) of content such as books, movies, games, etc. Each tag describes its associated content with predefined information. In one embodiment, the tags **506**, **510**, and **514** have a type identifier **516**, a title identifier **518**, an age identifier **520**, a gender identifier **522**, an income identifier **524**, a location identifier **526**, and a family identifier **528**. The identifiers **518**, **520**, **522**, **524**, **526** and **528** relate to what type of viewer the content is appropriate for.

Replace the paragraph starting at page 16, line 4 and ending at page 16, line 14:

In one embodiment, providers of content to the server device **302** tag the content before making it available to the server **302**. The content providers fill in the identifiers, such as type, title, age, gender, income, location, and family, with the identifying data that the provider

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